



Quarterly Impact Study

Q2 2024 (April thru June)

Sales Performance Sees Massive Uplift from Predictive Lead Assignments, ProPair's Quarterly Impact Study Shows.

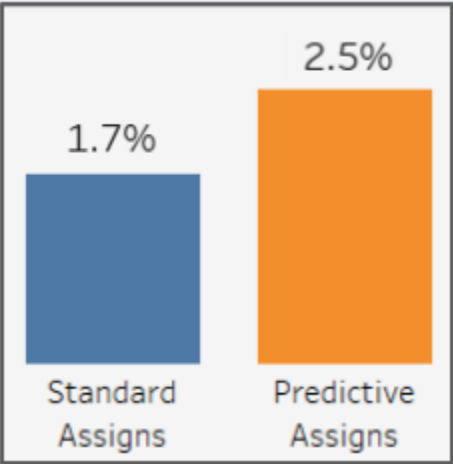
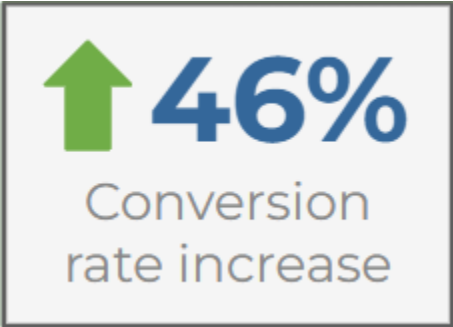
Results Summary

In Q2 2024, **predictive lead assignments outperformed standard lead assignments by 46%**. Leads using predictive lead assignments converted at 2.5% versus leads using standard lead assignments at 1.7%.

Standard lead assignments are used in most sales organizations to distribute company-generated leads to sales agents. Typically, this approach relies on a combination of round robin, agent appetite, or manager discretion to distribute leads to any available agent.

Predictive lead assignments use Predictive AI to recommend which agents are most likely to convert each new lead, and are a simple upgrade to the standard approach. No additional systems are required; most organizations switch within a few weeks.

Study methodology: The Impact Study covers 390,583 leads from April 1st, 2024, to June 30th, 2024. Leads are primarily company-generated or third-party purchased internet leads. Customers provide conversion data, and conversion metrics are standardized across industries and lead types. Conversion percentage is aggregated and weighted across multiple customers.



Quarterly Insights

This is the largest measured impact since the study began in 2023. Improvements in the recommendation engine and customer usage practices contribute to this increase. Marketing and sales leaders consistently suspect that a deliberate approach to lead assignment will outperform standard lead assignments. This study quantifies the impact of upgrading to predictive lead assignments to get the right lead to the right agent. Companies are leveraging ProPair’s Predictive AI to get up to 50% more conversions from their marketing spend. Previous Studies available by request.

Ready to move your marketing and sales teams to predictive lead assignments? [Schedule your demo](#) today.